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Cigaret Production To Steady in Fiscal '69 Agriculture Unit Says

View Defies Rise in Smoking-Age Population, Consumer Incomes; Is Linked to Taxes, Health Ads

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON—Despite an increase in the smoking-age population and record consumer-income levels, cigarette production in the year that began July 1 should remain at the 571 billion level of fiscal 1968, the Agriculture Department said.

If the forecast is correct, it would be further evidence that cigarette sales seem to have reached a plateau and may actually show year-to-year declines in the future. Figures released last month by the Internal Revenue Service Alcohol and Tobacco Tax division showed that overall U.S. cigarette consumption fell 0.24% in fiscal 1968 to 571.2 billion from 572.6 billion in fiscal 1967. It was only the second time on record that cigarette smoking showed a year-to-year drop. The first was in fiscal 1964 following the report to the U.S. Surgeon General linking smoking with lung cancer.

The department commented that "increasing cigarette taxes and the smoking health publicity apparently are reducing cigarette use per person, and possibly the number of smokers." Cigarette consumption per person over 18 years old this year is expected to be slightly under the average of 4,280 in fiscal 1968, the department added, while consumption of cigars and smoking tobacco "probably will gain further."

Cite Tobacco Curtailing

COLUMBIA (AP) — A noted cancer surgeon says those who believe smoking is injurious to health should begin working for an orderly economic curtailment of the tobacco industry, leading ultimately to its abolishment.

Dr. Paul T. DeChamp spoke here at a statewide conference of parents and teachers on smoking and health. The meeting was part of a nationwide campaign against smoking financed by the U. S. Public Health Service.

Dr. DeCamp said he realizes doing away with the tobacco industry would cause great economic problems, particularly in South Carolina and other tobacco-growing states.

But he said 360,000 persons die annually from lung cancer, "and that is too great a sacrifice to support an industry.

"No person with any degree of self-respect would feel he must continue in such an industry," he added.

"We must insist on more realistic cigarette labels, curb advertising, analyze problems of addiction and plan for a retrenchment of the tobacco industry," he declared.

Retry Cancer Suit On Cigaret Firm

PITTSBURGH.—For the third time in 15 years, the case brought by the late Otto E. Pritchard against Liggett & Myers Tobacco Co. for \$1.25 million came to trial in Federal District Court here.

A jury began hearing the case before Judge Rabe F. Marsh, Jr. Judges have twice ruled in favor of the tobacco company in the case in which Mr. Pritchard claimed he got lung cancer from smoking Chesterfields. But both times the Third Circuit Court of Appeals ordered retrial.

In the second trial, the jury held that smoking had caused the cancer, but declined damages on the ground that he assumed the risk by smoking. The appeals court held that the assumption of risk principle did not apply, and the current trial was ordered to determine the question of damages.

James P. McArdle is representing Mr. Pritchard's widow in the case.

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